

Green Fund Project Final Report

This report may be published on the SIU sustainability website.

Project Title: Take Control
Project ID #: 16SP133
Award Date: Spring 2016
Completion Award: Spring 2018
Total Funds Used: \$4267.21

Note from Sustainability Council. This project was closed early due to personnel turnover. As of 10/12/2017: \$4267.21 has been used with a transfer back quantity of \$3232.79. The second \$7500 was never transferred out the Green Fee BP. This is a total unused of \$10,732.79. Records are still to be confirmed by accounting.

1. Please provide a write up of your project/project experience.

The LARC "Take Control" grant funding served three purposes. First the funding went to create (using student input) a multimedia campaign for Twitter and Facebook that educated students about Long Acting Reversible Contraception (LARC). These ads included what a LARC method is, how effective it is, why it is a green option, the side effects, how to get a LARC method on campus, and what to do if you do not have access to affordable LARC options.

Second, the LARC "Take Control" grant funding was used to create (shoot and edit) a video series that educated students that Student Health services does not see about LARC options in video form. These videos were used on our website, during GA presentations, in multimedia campaigns, and available for instructors to use in their classes as well.

Third, the LARC "Take Control" funding was used to pay for devices and services for students who did not have access to LARC methods through insurance or public aid. These students were interested in LARC methods, but found the price too high to be attainable. These students were offered up to \$250 toward a LARC method in addition to contraceptive counseling, and referral services.

2. Please provide a summary of your results (environmental, social, and/or economic) including quantifiable data as appropriate (ex. # of individuals reached, lbs. diverted from landfill, energy saved, etc.).

Fy'16-'17 Multimedia campaign

Facebook obtained 165,088 impressions using \$1,065. We also received 1,472 web page clicks from these campaigns from students seeking additional information or services. Additionally, Twitter obtained 237,608 impressions using \$1,680. While Twitter does not count web page clicks in the same fashion as Facebook, we do know that the Sexual Health webpage, where students were being directed received 8,600 visits FY '16-'17 an increase from FY '15-'16 of Apx. 650. Students stayed on the page for

an average of three minutes and Sought out the web scheduling from our page 86.85% of the time. This represents a 52.86% increase over last year.

The individual education and referral services were utilized by 127 students in FY '16-'17. The vast majority of these students were able to access LARC methods through Student Health Services and SIU insurance at no cost. Sixty four Students were referred to outside agencies where they received free services or were signed up for public aid and receive free services. Four students were ineligible for free services and required a portion of their devices to be paid for. A total of \$477 was spent on devices for students who did not qualify for other programs.

3. Summarize how your project promoted the Green Fee/Sustainability on campus including, but not limited to, flyers created, screenshots of website, signage, etc. Please include website links, if applicable.

The project promoted the Green Fee in very subtle ways. We found it awkward to discuss the Green Fee in individual education appointments, but found it easier when discussing where the grant funding was coming for to tell them that their Green Fee was paying for the service.

Here are images of ads that were used to advertise the project.



SIU Student Health
@SIUHealthCenter

Got big dreams? Make sure your birth control is as ready as you are!





SIU Student Health
@SIUHealthCenter

Choose an IUD, because "someday" doesn't have to mean right now. #SIU



Explore your options...
shc.siu.edu



SIU Student Health
@SIUHealthCenter

1 time insertion, 99% effective. ONE less thing to worry about. #SIU



Worry no more! You have options.
shc.siu.edu



SIU Student Health
@SIUHealthCenter

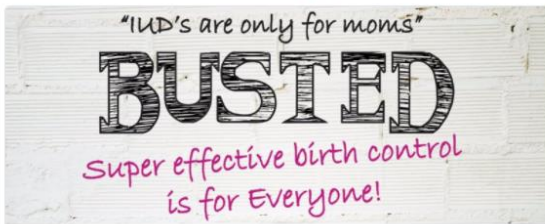
How effective is your birth control method?
[shc.siu.edu/wellness-cente ...](http://shc.siu.edu/wellness-cente...)

<p>IUD</p>  <p>Placed by healthcare provider. Lasts 3 years MORE EFFECTIVE</p>	<p>IUD</p>  <p>Chance of pregnancy: Less than 1 out of 100 women*</p>
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SIU Student Health
@SIUHealthCenter

IUD's are for everyone. #SIU



4. Is there anything you would do differently if you were to do a similar project in the future? If so, please describe.

Absolutely! The Green Fee Fund has been a huge help. The implementation has run into bumps because of the multiple departments etc. that we worked with to make this project happen. Overall we found that the cost of the devices was not as important as the education (through multimedia, video, or individual education). It was very time consuming to meet with students one on one and this represents hundreds of hours of staff time. If I were to go back I would look to fund a Graduate Student salary in order to have more staff time available for the individual and one on one education which turned out to be so important.

5. Please attach a minimum of 5 digital images –these will be images used to promote interest in sustainability projects on campus. These can be photos of the progress of the project or the completed project.

We cannot provide this as HIPPA requires student privacy.

6. Optional: Do you have any suggestions for the SIU Sustainability Council to improve the Green Fund Award Process?

I would love a pilot option for folks who are interested in a larger fund to try out some options the first year and ... if it works out, be given a larger amount in the second year. A lot of issues and stumbling blocks came up in the first year. Had we done a dry run or pilot program, we could have seen these before we had been allocated the \$15,000. This pilot program would have changed the way that the program was carried out in the final year.

7. Budget

Fiscal Year	Amount Spent	Line Item	Description
FY '16-'17	\$544	Video	Video shooting and editing for LARC videos
FY '16-'17	\$1,065	FB Marketing	Multimedia campaign for LARC on Facebook
FY '16-'17	\$1,680	Twitter Marketing	Multimedia campaign for LARC on Twitter
FY '16-'17	\$477	LARC	Copay and device coverage